

Press Release

MEDIDATE ACQUIRES MEDICAL ONE AND EXPANDS MARKET LEADERSHIP IN EUROPE

- The Berlin-based e-Health Startup acquires its competitor including all employees
- MediDate, a premium provider of plastic surgery, takes over the leading plastic and aesthetic clinic group Medical One and strengthens its position as European market leader
- MediDate's digital expertise and consulting ability will be complemented with Medical One's medical expertise and network

Berlin, Germany, 12 July, 2018 – The e-health startup MediDate takes over its competitor Medical One GmbH from Munich and completes the transformation from a digital intermediary to a premium provider of medical services in the field of plastic and aesthetic surgery. Founded in 2014 by Eiko Gerten and Nico Kutschenco, the company gains access to the large network of clinics, doctors and other specialists at Medical One and thus, significantly expands its product portfolio. This way, MediDate strengthens its position as the European market leader and actively drives digitalization and transparency in the German market. Earlybird Venture Capital, the largest investor behind MediDate, provides the funding for the transaction.

Eiko Gerten and Nico Kutschenco, founders and Managing Directors of MediDate, explain: "The acquisition of Medical One is an important step for MediDate, for which we have been working for a long time. As a result of the acquisition, we have expanded our access to partner practices and clinics to become the most powerful network in Europe in just three years. The new colleagues benefit from our innovative strength and digital infrastructure." Sebastian Vohradnik, CEO and Managing Director of MediDate, adds: "With this acquisition, we are laying the foundation for our further accelerated growth strategy. Our goal remains to make top-quality plastic and aesthetic medicine accessible to everyone. At the same time, we will continue to implement our internationalization efforts with roll-outs in European countries and the USA."

Hendrik Brandis, Partner at Earlybird Venture Capital, one of Europe's largest venture capitalists and an investor of MediDate, assesses the transaction: "The acquisition of Medical One by MediDate is symbolic for the ongoing industrial transformation: more and more digital innovators are entering analog segments and occupy leading roles in established industries."

Digitalizing the fragmented market of plastic and aesthetic medicine is an important part of MediDate's business model. The goal is to increase patient transparency while ensuring holistic, high-quality experiences—regardless of the customer's location. Heidi Zinser, Managing Director of Medical One, says: "Both companies perfectly complement each other: MediDate's innovative customer acquisition approach enables us to fully exploit our potential at Medical One. By contrast, MediDate is now a fully integrated provider of all relevant services with the goal to maximize the patient experience. We are excited about this change, and we are confident about our shared future."

With their network, MediDate serves a variety of patient needs in the field of plastic and aesthetic medicine in Germany, Austria, and Switzerland. The product portfolio of MediDate grows by incorporating the areas of "non-invasive medicine" (filler, Botox), "weight" (gastric balloon) and "hair" (hair transplantation). MediDate takes over 100% of Medical One GmbH including all employees. The headquarters of MediDate remain in Berlin. Further details of the acquisition were not disclosed.

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About eHealth MediDate GmbH

MediDate is Europe's leading digital premium provider of plastic and aesthetic medicine. The company is headquartered in Berlin. MediDate was founded in 2014 by Eiko Gerten and Nico Kutschenko with the mission to make cutting-edge medicine accessible to everyone. The eHealth company organizes and digitizes the entire surgical process in plastic and aesthetic surgery—with the exception of the surgical procedure—thus relieving doctors, specialist staff, and patients. For patients, the online platform provides access to high-quality treatments from leading healthcare professionals. A network of independent experts guarantees the highest quality and transparency.

Further information can be found at www.medidate.de

About MEDICAL ONE GmbH

With 24 locations and around 10,000 treatments per year, Medical One GmbH is Germany's leading clinic group for plastic and aesthetic surgery. The range of services includes surgical and non-surgical treatment of the face, figure, and chest, weight loss with the help of the pose® as well as the gastric balloon, and hair transplants. At Medical One GmbH, an internationally experienced team of specialists for plastic and aesthetic surgery, internal medicine and other disciplines work together in a trusting manner. The claim: nationwide uniform treatment quality at the highest level. All clinics and counseling centers are therefore regularly monitored internally and by external institutes such as TÜV SÜD.

Further information can be found at www.medical-one.de

About Earlybird

Earlybird is a venture capital investor focused on European technology companies. Founded in 1997, Earlybird invests in all growth and development phases of a company. Amongst the most experienced venture investors in Europe, Earlybird offers its portfolio companies not only financial resources, but also strategic and operational support as well as access to an international network and capital markets. Earlybird manages different funds with focuses on digital technologies in Eastern and Western Europe as well as health technologies. With over EUR 1 billion under management, seven IPOs and 22 trade sales, Earlybird is one of the most successful venture capital firms in Europe.

Further information is available at: www.earlybird.com, Twitter: <http://www.twitter.com/EarlybirdVC>, LinkedIn: www.linkedin.com/company/earlybird-venture-capital or Facebook: www.facebook.com/EarlybirdVC.

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